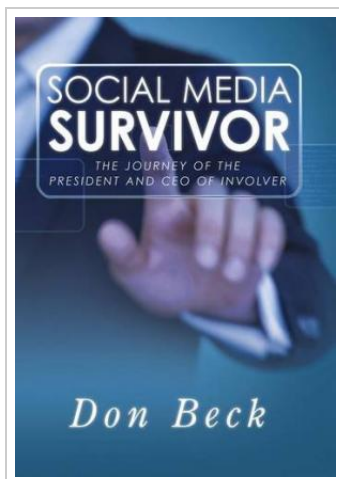




Social Media Survivor: The Journey of the President and CEO of Involver (Hardback)

By Don Beck

iUniverse, United States, 2015. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. When author Don Beck walked into the offices of Involver, a social media startup, as their new CEO in June of 2011, he had no idea what to expect. He was rich with confidence, but lacked experience as a first-time CEO in a technology industry that was dynamically changing every day. For Beck, the task was daunting, but equally exciting. In Social Media Survivor, Beck tells the roller coaster ride of running Involver, a tenure that led to its sale in July of 2012 to Oracle. As a seasoned fifty-five-year-old veteran of the high-tech industry, he had to bridge the generation gap between the sixty employees who were young and extremely talented; each one of them was under the age of thirty and had forgotten more about the social marketing industry than Beck had learned. Beck shares the highs and lows of leading a small, but fast-growing social media marketing company in a competitive industry that changed quickly. Every day brought new challenges--not only within the company, but industry wide. Social Media Survivor tells the story of a high-tech entrepreneur and how...



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Reviews

A superior quality book along with the font employed was exciting to see. It is one of the most amazing book i have got read through. You wont really feel monotony at anytime of the time (that's what catalogs are for about in the event you ask me).

-- **Santina Sanford**

The book is not difficult in read through better to recognize. It really is writter in straightforward terms instead of confusing. I am happy to inform you that this is actually the finest publication i actually have read in my individual daily life and may be he best book for possibly.

-- **Valerie Heaney**